



## ***ANNOUNCEMENT***

**Asia Pacific Economic Cooperation  
Expert Group on Clean Fossil Energy**

***Increasing LNG Trade in the APEC Region:  
Information Exchange on  
LNG Public Education Campaigns***

**Guangzhou, China  
5 – 7 November 2007**

**Organizers: Expert Group on Clean Fossil Energy  
Energy Working Group  
Asia Pacific Economic Cooperation**

**SYSU-BP Center for LNG Education, Training and  
Research  
Sun Yat-Sen University (SYSU)**

## BACKGROUND

Public information and public education are extremely important to the success of liquefied natural gas (LNG) projects and to the growth of LNG trade in the APEC region. Public concern about the safety of LNG ships, terminals, and storage facilities surfaces any time that a new project is being considered. The concern is legitimate and requires an adequate response in the form of public information, consultation, and education. Exchange of information on the elements of public information and education campaigns, and their successes or failures, would be valuable to those involved in future new LNG projects.

APEC Energy Ministers, at their Sixth Meeting in Manila in June 2004, instructed the Energy Working Group (EWG) to continue its broad-based approach to energy security. In this context, the Ministers supported creation of a competitive and transparent marketplace for gas trade and encouraged member economies to move towards best practice as identified in the report [‘Facilitating the Development of LNG Trade in the APEC Region’](#) recognizing the important contribution of the private sector in developing these principles and the role of the Asia Pacific Gas Forum (APGAS), and directed the EWG to implement its recommendations.

One of the recommendations to the EWG in the implementation of the best practice principles is to develop a mechanism, possibly through its Expert Group on Clean Fossil Energy (EGCFE), to share information on regulations, standards, public education campaigns, and other best practices, for example, through case studies, workshops, and APEC-funded projects. Further emphasizing this area of endeavor, the Energy Ministers, at their Seventh Meeting in Korea in October 2005, directed the EWG to implement the [APEC LNG Public Education and Communication Information Sharing Initiative](#). (text of this may be downloaded from this site – Document No. 005).

In response to this recommendation, the EGCFE will hold a Workshop in Guangzhou, China, on 5-6 November 2007, to exchange information on public education campaigns related to LNG in APEC economies. Following the workshop, a site visit to China’s first LNG receiving terminal – the nearby Guangdong Dapeng LNG Company’s facility is planned on November 7, 2007. Additional information on this will be provided later.

The workshop is intended to provide a forum where both government and industry participants from all APEC member economies can address the latest issues and experiences in LNG public information and education, and share their individual experiences for the mutual benefit of all. Presenters will be private sector experts as well as high-level government officials and experts in the field.



## **WORKSHOP SCOPE**

Among topics that the workshop will address are:

- Risks and benefits of LNG facilities.
- Risk reduction and risk management procedures.
- Reasons for public opposition to LNG projects.
- How to approach public perception issues?
- Experience of private sector companies and member governments in public information campaigns.
- Respective roles of governments at various levels, industry, independent agencies and experts in the field of public information and education.
- Targets for public information and education: interest groups, local and regional government, universities, NGO's, and international agencies.
- Identification and communication of the benefits of LNG projects (local/regional/economy-wide).
- Information dissemination methods (e.g., workshops, seminars, reports, and internet).
- Public education at different levels and in different media.
- Roles of the APEC Energy Working Group and its Expert Groups.
- Recommendations to the EGCCE and EWG.

The Workshop Proceedings will be published on the Expert Group on Clean Fossil Energy website. The conclusions and recommendations will be reported to the Energy Working Group and transmitted to the Asia Pacific Gas Forum.

## **LANGUAGE**

English will be the official language of the Workshop.

## **DATE AND VENUE**

5-6 November 2007

Workshop at:

The White Swan Hotel, Guangzhou, China

Shamian Island, Guangzhou, China 510133

Tel: 86 20 81886968

Fax: 86 20 81861188

<http://www.white-swan-hotel.com/eng/Public/index.asp>

7 November 2007

Guangdong Dapeng LNG Company's LNG Receiving Terminal

## **REGISTRATION**

Registration information on the workshop, hotel and airport transfers is being distributed separately.



# WORKSHOP PROGRAM

MONDAY, 5 NOVEMBER 2007

## 08:30 Registration

### Session 1: Welcome and Objectives of the Workshop

#### 09:00 Opening Remarks

Dr. Venkat K. Venkataraman  
Senior International Program Advisor  
National Energy Technology Laboratory (NETL), U.S. Department of Energy

Prof. Kaihua Guo  
Executive Director  
SYSU-BP Center for LNG Education, Training and Research  
SUN Yat-Sen University (SYSU), China

#### 09:10 Welcoming Address

Prof. Daren HUANG  
President  
SUN Yat-Sen University (SYSU), China

#### 09:20 Background: APEC Public Education and Information Sharing Initiative TBD

#### 09:30 Objectives of the Workshop, outcomes, and administrative Items

Dr. Venkat K. Venkataraman  
Senior International Program Advisor  
National Energy Technology Laboratory, U.S. Department of Energy

#### 09:40 Setting the scene: LNG expansion in the Asia-Pacific Region: Prospects for LNG trade and implications for China

Mr. Shariar Fesharaki, Vice Chairman, FACTS Global Energy  
Dr. Kang Wu, Senior Fellow and Head of China Energy Project, East-West Center, USA

#### 10:30 Public opposition and public perception issues related to LNG

Mr. Robert Cupina  
Deputy Director, Office of Energy Projects  
U.S. Federal Energy Regulatory Commission

#### 11:00 Overview of U.S. LNG public education efforts

Mr. Robert Corbin  
Manager, Natural Gas Regulatory Activities  
Office of Oil and Natural Gas, Office of Fossil Energy, U.S. Department of Energy



11:30 Coffee Break

## Session 2: LNG Producing Economies Experience

### **11:50 Australian federal and state experience (Title TBA)**

Mr. Geoffrey Stone  
Manager, LNG & Petroleum Development, Offshore Resources Branch  
Department of Industry, Tourism and Resources, Australia

### **12:10 Indonesia**

### **12:30 Sakhalin Energy experience (Title TBA)**

Mr. Ivan Chernyakhovsky  
Head of Communications - Sakhalin Energy Investment Company, Russia

12:50 Lunch

## Session 3: LNG Importing Economies Experience

### **14:00 Japan Gas Association (Title TBA)**

Mr. Toshihide Kanagawa  
Deputy General Manager, Production Technology Sect.  
Gas Technology Dept., The Japan Gas Association

### **14:20 China LNG Receiving Terminal Project Progress and Standardization, CNOOC Experiences**

Mr. Yun Xing  
General Manager, Engineering and Development  
Natural Gas and Power Company, CNOOC, China

### **14:40 Korea's natural gas industry**

Dr. Kiho Lee  
Senior Economist  
KOGAS, Korea

### **15:00 Kitimat LNG, Canada's west coast LNG terminal – steps for success**

Ms. Rosemary Boulton  
President  
Kitimat LNG, Canada

### **15:20 Philippines (Title TBA)**

Hon. Mariano S. Salazar (invited)  
Undersecretary  
Department of Energy, Philippines



15:40 Coffee Break

#### Session 4: Private Sector Experience - LNG Producers/Transporters

**16:00 Woodside Energy**

Mr. George Gilboy  
General Manager, Greater China Region  
Woodside Energy, Australia

**16:20 Beyond the commercial contract**

Mr. Noel Hart  
General Manager, Northwest Shelf Shipping Services Company, Australia

**16:40 NorthernStar natural gas experience**

TBA (NorthernStar Natural Gas), USA

**17:00 TBA**

17:20 Adjourn

#### TUESDAY, 6 NOVEMBER 2007

#### Session 5: Private Sector Experience - LNG Importers/Users

**09:00 The difficulties encountered during the construction of LNG sea pipeline and receiving terminal**

Mr. Shao Hua Chu  
Vice President  
CPC Corporation, Chinese Taipei

**09:20 Facets of gas transportation infrastructure influencing LNG development: How to get the message across**

Mr. Man Onn Lim  
Member, APEC Energy Business Network for Malaysia

**09:40 BP presentation on gas interchange-ability**

Mr. Buddy L. C. Hicks  
Senior Vice President, Business Development, BP China



**10:00 Public education and publicity regarding LNG's safety and harmonization with the environment**

Mr. Shun'ichi, "Shu", Nomura  
General Manager, LNG Development Group  
Osaka Gas Co., Ltd., Japan

10:20 Coffee Break

**Session 6: Private Sector Experience - LNG Importers/Users (Continued)**

**10:40 China Light & Power experience (title TBA)**

Mr. Robert Cochran  
Head of Commercial Project Development  
CLP Power Hongkong Ltd., Hongkong

**11:00 Mexican experience in new LNG plants**

Mr. Hans Valadez  
Executive Secretary, Energy Regulatory Commission, Mexico

**11:20 Guangdong Dapeng LNG receiving terminal**

Mr. Thomas M. King  
President, Guangdong Dapeng LNG Company Ltd., China

**11:40 Experience in HongKong**

Mr. Kah Ming Wan  
UNIDO Investment and Technology Promotion Office, China

**12:00 TBA**

12:20 Lunch

**Session 7: Designing Effective Public Information/Education Campaigns**

**13:30 - 15:30 Panel Discussion**

- Roles of governments, industry, independent agencies, and experts
- Addressing the targets: interest groups, local and regional governments, universities, NGO's, and international agencies
- Identifying and communicating benefits of LNG projects (local/regional/economy-wide)
- Selecting communication channels and matching content to channel and target



Panelists:

Ms. Feng Yan, Director-Government Relations, ConocoPhillips – Beijing Office,  
China

TBD

15:30 Break

### Session 8: Workshop Conclusions

16:00 Summary of Discussions and Recommendations to APEC/EWG and EGCFE  
Dr. Venkat K. Venkataraman and Mr. Robert Corbin

16:30 Workshop Adjourns

**WEDNESDAY, 7 NOVEMBER 2007**

**Tour of Guangdong Dapeng LNG Company's LNG Receiving Terminal**

